ABSTRACT OF THE DISCLOSURE

[0024] A straw holder for vertically supporting a drinking straw in the mouth of a bottle containing a beverage to be consumed and for limiting vertical movement of the straw with respect to the bottle. The straw holder includes a straw support portion dimensioned for placement across the mouth of the bottle and having an aperture defined in the straw support. The aperture receives the drinking straw so that the straw is disposed through the aperture with a leading edge of the straw positioned in the bottle in communication with the beverage. The aperture is dimensioned for adjustably maintaining a vertical position of the leading edge of the straw in the bottle once a desired vertical position is selected. The straw holder also includes a bottle retaining portion coupled to the straw support portion for maintaining the position of the straw support across the mouth of the bottle. The bottle retaining portion includes at least one turn dimensioned for engaging the neck of the bottle.